

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 13 4:00 P.M.- 7:00 P.M.	<u>GLÖGG PARTY</u> <u>HF.</u> Greta Von Nessen, lamp designer, will give a pre-Christmas glögg party on this date by invitation only. Contact: Alfred J. Siesel, Harold J. Siesel Company, 424 Madison Avenue, PL. 3-3790.	GRETA VON NESSEN	50 WEST 9TH STREET
Dec. 13- Dec. 14	<u>HF.</u> FILM, SHEETING AND COATED FABRICS DIV. CONFERENCE, SOC. OF THE PLASTICS IND., COMMODORE, NEW YORK. CONTACT: LANGDON P. WILLIAMS, MU. 7-2675.		
Thursday Dec. 13- Dec. 15	<u>COLOR EXHIBIT</u> <u>HF.</u> An exhibition showing the manufacturer, architect and builder, private client and owner of public spaces or commercial enterprises just how to "start right with color" has just opened at the Architectural League. Designed and planned by Beatrice West this showing can be seen by the public from 10 A.M. to 12 M. and from 2 to 6 P.M. on these three days. Contact: Beatrice West, TR. 9-4706.	BEATRICE WEST	115 EAST 40TH STREET
Thursday Dec. 13- Dec. 24	<u>CHRISTMAS SHOP</u> <u>HF.</u> From all over the world, carefully selected, unusual and enticing Christmas gift suggestions have been garnered for this shop, with special emphasis on decorative and practical articles for the home. Gifts for every member of the household can be chosen from the attractive displays with a price range of \$5 to \$220. Publicity: Frances Carter Scott, OR. 5-3815.	KATHI URBACH GIFT SHOP	WESTPORT, CONN.
Thursday Dec. 13- Jan. 1	<u>KATHI URBACH EXHIBIT</u> <u>HF.</u> In her first exhibition outside the United States, artist-designer Kathi Urbach is showing a small group of her unique fibre paintings and fabric sculptures in La Galerie Kleinbergé in Paris. Miss Urbach and her husband Claude Sperling, are attending as part of their five-week tour of the Continent. Publicity: Frances Carter Scott, OR. 5-3815.	LA GALLERIE KLEINBERGÉ	PARIS, FRANCE
Thursday Dec. 13 Just out	<u>NEW LAMINATE</u> <u>B.</u> A new high-pressure plastic laminate called Trugrain Micarta which simulates the natural grain of fine hardwoods has just been made available. It comes in eight wood finishes: mahogany, oak and walnut among them, and can be employed as a cigarette-burn and stain-resistant surface for moderately-priced furniture and built-in units. It is much less expensive than Truwood Micarta. Publicity: Berens Organization, MU. 3-3893.	U.S. PLYWOOD CORP.	55 WEST 44TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 13 Just open	TEXTILE EXHIBIT <u>HF.</u> An exhibition of modern designs used in the contemporary woven textiles of today shows motifs taken from abstract and floral forms. Hours, 9 A.M. to 5 P.M. Mondays through Fridays. Contact: John Kent Tilton, Director, PL. 9-2070.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Saturday Dec. 15 8:00 P.M.	CHRISTMAS PARTY <u>M.</u> This organization's annual Christmas Party for the benefit of the Salvation Army Home for Working Women will be held on this date. Members are asked to donate gifts, help wrap them, help decorate the room. Contact: Elsie W. Wilson, Personnel Associates, 30 Rockefeller Plaza, Room 1830, New York 20, N. Y.	ADV. WOMEN OF N.Y.	297 TENTH AVENUE

WEEK BEGINNING MONDAY, DECEMBER 17, 1951

Tuesday Dec. 18 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW <u>HF.</u> A new line of modern American china called "Hallcraft", designed by Eva Ziesel for the Hall China Co. will be shown to the press at this time which also marks the official opening of the new Midhurst showroom, designed by Eva Ziesel. By invitation only. Contact: Mrs. Katheryn Dorflinger, AL. 4-0442.	MIDHURST CHINA CO.	129 FIFTH AVENUE
Thursday Dec. 20 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY <u>HF.</u> Mr. George Tanier of Swedish Modern has just returned from a trip to Scandinavian countries and has brought back some interesting decorative objects which will be shown to the press on this date. Contact: Lillian Weiss, WO. 2-6020.	SWEDISH MODERN	675 FIFTH AVENUE
Thursday Dec. 20	CHRISTMAS PARTY <u>AP.</u> If your firm or your clients make a product which you want publicized you should communicate with this club. At their Christmas Party each of 750 guests who are leaders in the business, civic and cultural life of New Jersey will receive a gift package; there will also be table prizes and door prizes. For gift packages 6½ gross of each item are desired but 1 gross is acceptable; (minimum retail value \$2.50); for door prizes items should have minimum retail value of \$10. Grand prize is a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr. Harold Friedman, Advertising Club of New Jersey, Room 1603, Military Park Bldg., 60 Park Place, Newark, N.J.	ADV. CLUB OF N.J.	NEWARK, N.J.

WEEK BEGINNING MONDAY, DECEMBER 24, 1951

Dec. 25	CHRISTMAS (Tuesday).		
Thursday Dec. 27	PREVIEW: NEW SPRING LINE <u>HF.</u> A preview for the press of Waverly's extensive new 1952 spring line will be held all day on the 10th floor. Six room settings by Margaret Riley will show some of the new patterns. Publicity: Philip Schuyler and Ruth Maybank, LE. 2-7800, Ext. 210.	WAVERLY FABRICS	60 WEST 40TH STREET

DATE WHAT'S GOING ON GIVEN BY WHERE

ADVANCE DATES AND NOTICES

Jan. 1 NEW YEAR'S DAY (Tuesday).

Jan. 3-
Jan. 11 HF. TRADE SHOW, ASSOC. GLASS & POTTERY MFRS., WILLIAM PENN HOTEL, PITTSBURGH, PA., CONTACT: J.M. HAMMER, KNOX, PENNSYLVANIA.

Thursday NEW GLASS LINE LIBBY GLASS PITTSBURGH, PENNA.
Jan. 3-
Jan. 11 HF. Libbey's new hostess glassware pattern called "Circus" will be introduced at the Pittsburgh Glass and Pottery Exhibit in the William Penn Hotel. Created by Freda Diamond, well-known designer, the four-color circus decorations are applied on a new tumbler shape called "Flair." The pattern will be available to stores in April when national consumer advertising will break with a four-color full-page advertisement in Life. The line consists of a 16 oz. super-cooler; a 14 oz. iced beverage; a 10 oz. beverage, a 5 oz. juice or cocktail and an 8 oz. bowl. A "Circus" merchandising packet is available to retailers. Publicity: Cardelle Coleman, Steve Hammagan, 247 Park Avenue, PL. 5-2900.

Friday PRESS PREVIEW HARGRI STUDIOS MDSE. MART, CHICAGO
Jan. 4
Cocktails HF. A preview cocktail party for the press by invitation only will be held on this date to mark the opening of the Hargri Studios, Mr. Eugene Negri in charge, where Lehigh Furniture will be on exhibition. Isabel Scott's fabrics will be shown there too and will be used to cover some of the furniture. Publicity: Gladys Litt, Lehigh Furniture Corp., SA. 2-2873.

Jan. 6-11 HF. CHICAGO CURTAIN, DRAPERY, DOMESTICS, LINEN SHOW, STEVENS, CHICAGO, ILL.

Jan. 6-
Jan. 11 HF. NEW YORK CURTAIN & DRAPERY SHOW & NATL. DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, N.Y.C., CONTACT: MRS. G.R. WATERS, NATL. EXHB., LANSDALE, PA.

Jan. 7-
Jan. 10 HF. ANNUAL MFRS. EXHIBIT, NATL. RET. DRY GOODS ASSN., STATLER, NEW YORK
CONTACT: M.H. LANDAU, 100 WEST 31ST STREET, NEW YORK, N.Y.

Jan. 7-
Jan. 11 HF. NEW YORK DISTRIBUTORS' MARKET, CARPET SHOWROOMS, NEW YORK, N.Y.
CONTACT: JOHN C. LECLAIR, 140 WEST 57TH STREET, CI. 7-3051.

Jan. 7-
Jan. 18 HF. WINTER HOME FURNISHINGS MARKET, MDSE. MART AND AM. FURN. MART, CHICAGO, ILL. CONTACT: NEWS BUR., MDSE. MART: L.H. WITING, AM. FURN. MART.

Monday MARKET EVENTS MERCHANDISE MART CHICAGO, ILL.
Jan. 7-
Jan. 18 HF. During the Winter Home Furnishings Market the following events have been scheduled to date. Wed., Jan. 9, 4 to 7 P.M. Press Party. Thurs., Jan. 10, 9 A.M. Good Design Breakfast. Press Conferences: Mon., Jan. 7, Furniture, floor coverings, hardware and appliances; Tues., Jan. 8, Metals, plastics, veneers, wool, rayon and cotton yarns. Wed., Jan. 10, Retailers. Thurs., Jan. 11, Good Design. Fri., Jan. 12, Styling and merchandising, advertising and economics. During the second week, on either Jan. 15 or 16 there will also be a round-up of market activity by industry leaders. For early birds there will be a special informal press previewing of all exhibits that are ready on Jan. 5 and 6. Get list from News Bureau now located on Main Floor in Room 3, East Arcade off the main lobby. Contact: Robert Johnson, Alice Nelson, Gertrude Schrock, Richard Hochman, News Bureau, Merchandise Mart, Chicago 54, Illinois.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7 Evening	PRESS PARTY <u>HF.</u> This organization's regular market Press Party will be held at the Palmer House on the opening night of the Furniture Market. Admission by invitation only. Contact: Joseph L. Greene, Salmanson & Co., Inc., 1107 Broadway, New York 10, N.Y., WA. 9-7640.	SALMANSON & CO., INC.	PALMER HSE., CHICAGO
Jan. 7- Jan. 18	<u>HF.</u> WINTER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 E. FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Jan. 7- Jan. 18	<u>HF.</u> CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. CONTACT: NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 7- Jan. 23	<u>HF.</u> WEST ONTARIO FURNITURE SHOW, INDIVIDUAL FACTORIES, KITCHENER AND SURROUNDING TOWNS, ONT. CONTACT: GEORGE JACOB, KITCHENER, ONTARIO, CAN.		
Jan. 12- Jan. 21	<u>B.</u> TOLEDO HOME BUILDERS & INDUSTRIES EXPOSITION, TOLEDO, OHIO. CONTACT: PAUL SPOR, OHIO BUILDING, TOLEDO, OHIO.		
Jan. 13- Jan. 16	<u>M.</u> NATL. ASSN. OF VARIETY STORES SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Jan. 13- Jan. 18	NEW YORK LAMP SHOW <u>HF.</u> The 31st semi-annual New York lamp show will occupy seven floors of the New Yorker where there will be more than 300 exhibits displaying over 400 lines of leading lamp manufacturers. Hours: Sunday, 1 to 7 P.M.; Monday through Thursday, 9 A.M. to 7 P.M.; Friday, 9 A.M. to 3 P.M. Contact: George F. Little and Robert Carman, George F. Little Management, 220 Fifth Avenue, New York 1, N.Y., MU. 9-7147.	GEORGE F. LITTLE MNGMT.	HOTEL NEW YORKER
Jan. 14- Jan. 17	<u>M.</u> AMERICAN MANAGEMENT ASSN. MEETING, BILTMORE HOTEL, NEW YORK, N.Y. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Tuesday Jan. 15	NEW MAGAZINE <u>B.</u> A new magazine called "House and Home" devoted to all those who plan, build, buy, sell or finance houses will be on the newsstands at about this time. It is planned primarily for building professionals but a very limited number of non-professional subscriptions is also available. Contact: P.I. Prentice, JU. 6-1212.	TIME, INCORPORATED	TIME & LIFE BLDG.
Tuesday Jan. 15 Just out	NEW HOUSING MAGAZINE <u>B:HF.</u> A new magazine for professionals which will deal entirely with houses will be available on or about this date. It is to be known as "Houses". While primarily intended for professionals, non-professionals may subscribe at an increased rate. Contact: Architectural Forum, JU. 6-1212.	ARCHITECTURAL FORUM	CHICAGO, ILLINOIS
Jan. 17- Jan. 24	<u>E.</u> NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT, NAVY PIER, CHICAGO, ILL. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 20- Jan. 24	<u>B.</u> NAT. ASSN. OF HOME BUILDERS SHOW, CONGRESS & STEVENS HOTELS, CHICAGO, ILLINOIS. CONTACT: PAUL S. VAN AUKEN, 111 W. JACKSON BLVD., CHICAGO 4, ILL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 20- Jan. 25	<u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		
Jan. 21- Jan. 25	<u>HF.</u> ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, 8 WEST 40TH STREET, NEW YORK 18, N.Y.		
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 21- Jan. 26	<u>HF.</u> NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. CONTACT: MELVA CHESROWN, FRED EIDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 21- Feb. 2	HIGH POINT MARKET <u>HF.</u> Over 450 exhibitors will show at this semi-annual furniture and rug market. Housing facilities will be taxed to the limit and visitors should have confirmed reservations. If other arrangements cannot be made, visitors should get in touch with the High Point Chamber of Commerce. Press day for visiting editors and reporters has been set for Monday, Jan. 21. At the end of the day the press will be entertained at an informal party by building offices of the Southern Furniture Exposition Bldg. Contact: Paul Casey, Southern Furniture Exposition Bldg., High Point, N.C. PHONE 3001.	SOUTHERN FURN. MARKET	HIGH POINT, N.C.
Jan. 23- Feb. 15	<u>HF.</u> EXHIBITION CALIF. CRAFTS, WALKER ART CENTER, MINNEAPOLIS, MINN. CONTACT: WALKER ART CENTER, MINNEAPOLIS, MINNESOTA.		
Jan. 23- Jan. 27	<u>F.</u> MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, 615 SW. 2ND AVENUE, MIAMI, FLORIDA.		
Thursday Jan. 24 9-11 A.M.	PRESS BREAKFAST <u>HF.</u> A breakfast for the press will be held to show Greeff's new line of fine decorator fabrics. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Jan. 27- Jan. 30	<u>HF.</u> NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, N.Y. CONTACT: RALPH S. WILDER, JR., 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Jan. 27- Jan. 30	<u>HF.</u> HOME FURNISHINGS ACCESSORY SHOW, BILTMORE HOTEL, LOS ANGELES, CALIF. CONTACT: WOODY C. KLINGBORG, 1151 SOUTH BROADWAY, LOS ANGELES, CALIF.		
Jan. 27- Jan. 31	<u>M.</u> NATL. ASS'N. OF VARIETY STORES SHOW, CHICAGO, ILLINOIS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 28- Jan. 30	<u>HF.</u> NATL. COTTON COUNCIL OF AMERICA, ROOSEVELT HOTEL, NEW ORLEANS, LA. CONTACT: ERNEST STEWART, P.O. BOX 18, MEMPHIS, TENNESSEE.		
Jan. 28- Feb. 1	<u>HF.</u> LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: A.V. MacDONALD, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
Jan. 28- Feb. 8	<u>HF.</u> CHICAGO SPRING MARKET, CHICAGO, ILLINOIS. CONTACT: JOHN T. PIRIE, JR., CHICAGO ASSN. OF COMM. & IND., CHICAGO, ILL.		
Wednesday Jan. 30 12:15 P.M.	CLOSED LUNCHEON <u>HF.</u> A closed luncheon for members only will be held on this date at the Hendrik Hudson Room. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Feb. 3- Feb. 6	SPRING GIFT SHOW <u>HF.</u> As a special feature of this gift show a Window Trimming Clinic will be held on Tuesday morning at 10 A.M. in the Civic Auditorium where the Gift Show is being held. Another feature will be a display of table settings, staged by local retail stores. A prize will be given to the store whose table setting is chosen by popular vote of visiting buyers. A variety store merchandise show will be held concurrently with the Gift Show. Contact: Kay Leber, Show Manager, 1355 Market Street, San Francisco 3, California.	WESTERN MDSE. EXHIBITORS	SAN FRANCISCO, CAL.
Monday Feb. 4- Feb. 8	WINTER MARKET <u>HF.</u> Over 2700 lines will be shown at this market which covers the home goods field. Contact: Frank K. Runyan, 1355 Market Street, San Francisco 3, California.	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.
Feb. 4- Feb. 15	<u>HF.</u> CHICAGO GIFT SHOW, LASALLE HOTEL AND PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: EASTERN MFRS. & IMPORTERS, GEO. F. LITTLE, MAN. DIR., MU. 9-7147.		
Feb. 4- Feb. 16	<u>HF.</u> MERCHANDISE MART GIFT SHOW, CHINA, GLASSWARE & POTTERY MARKET, MERCHANDISE MART, CHICAGO, ILL. CONTACT: ROBERT B. JOHNSON, MDSE. MART.		
Feb. 11- Feb. 12	M. MARKETING CONVENTION, AM. MANAGEMENT ASSN., NEW YORK, N.Y. CONTACT: J.O. RICE, 320 WEST 42ND STREET, NEW YORK 18, N.Y.		
Feb. 14- Feb. 22	B:HF:G. BUILDERS HOME AND FLOWER SHOW, MINNEAPOLIS, MINN. CONTACT: H.H. CORY, 1437 N.W. BANK BLDG., MINNEAPOLIS, MINN.		
Sunday Feb. 17- Feb. 19	NEW ENGLAND HOUSEWARES SHOW <u>HF:E.</u> The annual New England Housewares show will be held on these dates. Contact: Carl Masson, Mechanics Bldg., 111 Huntington Avenue, Boston 16, Massachusetts.	HOUSEWARES CLUB OF N.E.	MECHANICS BLDG. BOSTON, MASS.
Feb. 17- Feb. 23	<u>HF:E.</u> HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND. CONTACT: CARL MASSON, MECHANICS BLDG., 111 HUNTINGTON AVE., BOSTON, MASS.		
Feb. 17- Feb. 21	<u>HF.</u> SEATTLE GIFT, LAMP, HOUSEWARES SHOW, OLYMPIC, NEW WASHINGTON, SEATTLE. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 17- Feb. 22	<u>HF.</u> DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MO.		
Feb. 17- Feb. 25	<u>HF.</u> SOUTHWESTERN MERCHANDISE EXHIBITORS, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MO.		
Monday Feb. 18	CLOSING DATE FOR ENTRIES <u>HF.</u> All entries for the Chicago Tribune's Sixth Annual Better Rooms Competition must be received by 5 P.M. on this date. For complete information send for free copy of the rules which you will receive postpaid. Contact: Better Rooms Competition, Chicago Tribune, 435 N. Michigan Ave., Chicago 11, Illinois.	CHICAGO TRIBUNE	CHICAGO 11, ILLINOIS

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

Thursday Dec. 13- Dec. 23	ORIGINAL PAINTINGS <u>HF.</u> A special group of original sketches signed by noted American artists and priced at \$25 for Christmas giving is now available. Also offered is a selected group of water colors and oils, priced up to \$250 but mostly under \$100. Publicity: Estelle Mandel, PL. 5-0711.	ASSOC. AM. ARTISTS	711 FIFTH AVENUE
Thursday Dec. 13- Dec. 31	KNIFE, FORK AND SPOON EXHIBIT <u>HF.</u> This exhibit, prepared by the Walker Art Center and sponsored by the Towle Silversmiths, traces the growth of eating implements from prehistoric times to the present day. The exhibit leads up to the creation of Towle's newest design, "Contour", which was made available last April. There are examples in the exhibit from almost every part of the world. Open to the public. Publicity: The Manning Public Relations Firm, 53 State St., Boston, Mass., CA. 7-4040.	MUSEUM OF SCIENCE	BOSTON, MASSACHUSETTS
Monday Dec. 17- Feb. 17	PRINT EXHIBIT <u>HF.</u> An exhibition of 100 original prints by George Rouault will open in the Print Galleries. The Museum's extensive collection of Rouault's prints has been augmented for this exhibit by loans from the Museum of Modern Art and from several private collections. Publicity: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Thursday Jan. 10	GOOD DESIGN EXHIBIT <u>HF.</u> The Good Design 1952 exhibit will open this year during the first week of the Chicago Home Furnishings Market. The setting for it is the work of Paul Rudolph, architect, and at present teaching at the University of Pennsylvania. Publicity: Betty Chamberlain, CI. 5-8900.	MUS. OF MOD. ART	MDSE. MART, CHICAGO
Friday Jan. 25- Feb. 16	PILGRIMAGE <u>G.</u> A Garden Lovers Pilgrimage to California, via Chicago, San Francisco, the Monterey Peninsula, Santa Barbara, Lompoc and Los Angeles, returning via the Grand Canyon. Pilgrimage folder may be obtained on request. Contact: R.B. Farnham, Horticultural Society of New York, 157 West 58th Street, New York 19, N.Y., PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	157 WEST 58TH ST.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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